

AMENDMENT

IN THE CLAIMS

1. (Currently Amended) A method of ~~generating~~ creating a web site, comprising the steps of:
receiving data entry including selection of an industry type;
determining one or more characteristics for each of one or more web site ~~dimensions~~
features in response to the data entry;
~~generating a description~~ creating a framework of the web site-based upon the one or more
determined characteristics for each of the one or more web site ~~dimensions~~ features;
retrieving web site data in accordance with the ~~generated description~~ created framework of
the web site;
~~generating~~ creating one or more pages of the web site based upon the ~~description~~
framework of the web site and the retrieved web site data; and
presenting the ~~generated~~ created web site.
2. (Currently Amended) The method as claimed in claim 1, further comprising the step of storing
the ~~description~~ framework of the web site.
3. (Original) The method as claimed in claim 1, wherein the retrieving step includes retrieving
particular web site data based upon characteristics of a device for accessing the web site.
4. (Original) The method as claimed in claim 3, wherein the device is a general-purpose computer.
5. (Original) The method as claimed in claim 3, wherein the device is a wireless device.
6. (Original) The method as claimed in claim 3, wherein the device is a multi-purpose input-output
device.
7. (Currently Amended) The method as claimed in claim 1, wherein one of the web site
~~dimensions~~ features is web site content.

8. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site layout.

9. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site navigation.

10. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site component applications.

11. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site colors.

12. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site theme.

13. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site framework.

14. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web site graphics.

15. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is web image set.

16. (Currently Amended) The method as claimed in claim 1, wherein one of the web site ~~dimensions~~ features is platforms for accessing the web site.

17. (Currently Amended) The method as claimed in claim 1, wherein the ~~description~~ framework of the web site is generated from one or more predetermined subsets of characteristic ~~descriptions~~ frameworks corresponding to at least one of the one or more determined characteristics.

18. (Currently Amended) The method as claimed in claim 17, wherein the ~~description~~ framework of the web site is generated pseudo-randomly.

19. (Currently Amended) The method as claimed in claim 17, wherein the ~~description~~ framework of the web site is generated in a non-deterministic manner.

20. (Currently Amended) The method as claimed in claim 17, wherein the ~~description~~ framework of the web site is generated randomly.

21. (Original) The method as claimed in claim 1, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

22. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

23. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

24. (Original) The method as claimed in claim 21, wherein the at least one of the one or more characteristics is determined randomly.

25. (Currently Amended) The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the ~~description~~ framework of the web site.

26. (Original) The method as claimed in claim 25, wherein the web site data is retrieved pseudo-randomly.

27. (Original) The method as claimed in claim 25, wherein the web site data is retrieved in a non-deterministic manner.

28. (Original) The method as claimed in claim 25, wherein the web site data is retrieved randomly.

29. (Original) The method as claimed in claim 1, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

30. (Original) The method as claimed in claim 29, wherein the web site data is retrieved pseudo-randomly.

31. (Original) The method as claimed in claim 29, wherein the web site data is retrieved in a non-deterministic manner.

32. (Original) The method as claimed in claim 29, wherein the web site data is retrieved randomly.

33. (Original) The method as claimed in claim 1, further comprising the step of storing the one or more determined characteristics.

34. (Currently Amended) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features without changing at least one of the characteristics of at least one other of the web site ~~dimensions~~ features.

35. (Currently Amended) The method as claimed in claim 34, wherein when the one characteristic of the one web site ~~dimension~~ feature is modified, none of the characteristics of the other web site ~~dimensions~~ features is thereby modified.

36. (Currently Amended) The method as claimed in claim 34, wherein the ~~description~~ framework of the web site is regenerated upon the modification of the one characteristic of the one web site ~~dimension~~ feature.

37. (Currently Amended) The method as claimed in claim 36, further comprising the step of storing the regenerated ~~description~~ framework of the web site.

38. (Currently Amended) The method as claimed in claim 34, wherein the one characteristic of the one web site ~~dimension~~ feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site ~~dimensions~~ features.

39. (Original) The method as claimed in claim 34, further comprising the step of storing the modified characteristic.

40. (Currently Amended) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features wherein the ~~description framework~~ is regenerated upon the modification of the one characteristic of the one web site ~~dimension~~ feature.

41. (Currently Amended) The method as claimed in claim 40, further comprising the step of storing the regenerated ~~description framework~~ of the web site.

42. (Original) The method as claimed in claim 40, further comprising the step of storing the modified characteristic.

43. (Currently Amended) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features, wherein the one characteristic of the one web site ~~dimension~~ feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site ~~dimensions~~ features.

44. (Original) The method as claimed in claim 43, further comprising the step of storing the modified characteristic.

45. (Currently Amended) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features wherein the one characteristic of the one web site ~~dimension~~ feature is modified in one or more predetermined manners based upon at least one other characteristic of the web site ~~dimension~~ feature.

46. (Original) The method as claimed in claim 45, further comprising the step of storing the modified characteristic.

47. (Currently Amended) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features, wherein at least one of the characteristics of at least one other web site ~~dimension~~ feature is modified in accordance with the modification of the one characteristic of the one web site ~~dimension~~ feature.

48. (Original) The method as claimed in claim 47, further comprising the step of storing the modified characteristic.

49. (Currently Amended) The method as claimed in claim 1, further comprising the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features, wherein at least one other characteristic of the one web site ~~dimension~~ feature is modified in accordance with the modification of the one characteristic of the one web site ~~dimension~~ feature.

50. (Original) The method as claimed in claim 49, further comprising the step of storing the modified characteristic.

51. (Original) The method as claimed in claim 1, further comprising the step of storing the data entry.

52. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

53. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user profiles.

54. (Original) The method as claimed in claim 1, wherein the data entry includes one or more navigation histories.

55. (Currently Amended) A method of ~~generating~~ creating multimedia information, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more multimedia information ~~dimensions~~ features in response to the data entry;

~~generating a description~~ creating a framework of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information ~~dimensions~~ features;

retrieving multimedia information data in accordance with the ~~generated description~~ created framework of the multimedia information;

~~generating~~ creating one or more elements of the multimedia information based upon the ~~description~~ framework of the multimedia information and the retrieved multimedia information data; and

presenting the ~~generated~~ created multimedia information.

56. (Currently Amended) A method of ~~generating~~ creating a web site, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site ~~dimensions~~ features in response to the data entry;

~~generating a description~~ creating a framework of the web site defining at least one interrelationship between at least two ~~dimensions~~ features based upon the one or more determined characteristics for each of the one or more web site ~~dimensions~~ features;

retrieving web site data in accordance with the ~~generated description~~ created framework of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the ~~description~~ framework of the web site;

~~generating~~ creating one or more pages of the web site based upon the ~~description~~ framework of the web site and the retrieved web site data; and

presenting the ~~generated~~ created web site.

57. (Currently Amended) A method of ~~generating~~ creating a web site, comprising the steps of:

receiving data entry including selection of an industry type;

determining one or more characteristics for each of one or more web site ~~dimensions~~
features in response to the data entry;

~~generating a description~~ creating a framework of the web site based upon the one or more
determined characteristics for each of the one or more web site ~~dimensions~~ features;

retrieving web site data, including particular web site data, in accordance with the
~~generated description~~ created framework of the web site;

~~generating~~ creating one or more pages of the web site based upon the ~~description~~
framework of the web site and the retrieved web site data and particular web site data; and

presenting the ~~generated~~ created web site, wherein
the particular web site data is retrieved based upon characteristics of a device for accessing
the web site.

58. (Currently Amended) A system for ~~generating~~ creating a web site, comprising:

an input for receiving data entry; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site
~~dimensions~~ features in response to the data entry;

~~generating a description~~ creating a framework of the web site based upon the one or
more determined characteristics for each of the one or more web site ~~dimensions~~ features;

retrieving web site data in accordance with the ~~generated description~~ created
framework of the web site;

~~generating~~ creating one or more pages of the web site based upon the ~~description~~
framework of the web site and the retrieved web site data; and

presenting the ~~generated~~ created web site.

59. (Currently Amended) The system as claimed in claim 58, further comprising a storage device
for storing the ~~description~~ framework of the web site.

60. (Original) The system as claimed in claim 58, wherein the retrieving step includes retrieving
particular web site data based upon characteristics of a device for accessing the web site.

61. (Original) The system as claimed in claim 60, wherein the device is a general-purpose computer.

62. (Original) The system as claimed in claim 60, wherein the device is a wireless device.

63. (Original) The system as claimed in claim 60, wherein the device is a multi-purpose input-output device.

64. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site content.

65. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site layouts.

66. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site navigations.

67. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site component applications.

68. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site colors.

69. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site theme.

70. (Currently Amended) The method as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site framework.

71. (Currently Amended) The method as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web site graphics.

72. (Currently Amended) The method as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is web image set.

73. (Currently Amended) The system as claimed in claim 58, wherein one of the web site ~~dimensions~~ features is platforms for accessing the web site.

74. (Currently Amended) The system as claimed in claim 58, wherein the ~~description~~ framework of the web site is ~~generated~~ created from one or more predetermined subsets of characteristic ~~descriptions~~ frameworks corresponding to at least one of the one or more determined characteristics.

75. (Currently Amended) The system as claimed in claim 74, wherein the ~~description~~ framework of the web site is ~~generated~~ created pseudo-randomly.

76. (Currently Amended) The system as claimed in claim 74, wherein the ~~description~~ framework of the web site is ~~generated~~ created in a non-deterministic manner.

77. (Currently Amended) The system as claimed in claim 74, wherein the ~~description~~ framework of the web site is ~~generated~~ created randomly.

78. (Original) The system as claimed in claim 58, wherein at least one of the one or more characteristics is determined from one or more predetermined subsets of characteristics corresponding to at least a portion of the data entry.

79. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined pseudo-randomly.

80. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined in a non-deterministic manner.

81. (Original) The system as claimed in claim 78, wherein the at least one of the one or more characteristics is determined randomly.

82. (Currently Amended) The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least a portion of the ~~description~~ framework of the web site.

83. (Original) The system as claimed in claim 82, wherein the web site data is retrieved pseudo-randomly.

84. (Original) The system as claimed in claim 82, wherein the web site data is retrieved in a non-deterministic manner.

85. (Original) The system as claimed in claim 82, wherein the web site data is retrieved randomly.

86. (Original) The system as claimed in claim 58, wherein the web site data is retrieved from a predetermined web site data subset corresponding to at least one of the one or more determined characteristics.

87. (Original) The system as claimed in claim 86, wherein the web site data is retrieved pseudo-randomly.

88. (Original) The system as claimed in claim 86, wherein the web site data is retrieved in a non-deterministic manner.

89. (Original) The system as claimed in claim 86, wherein the web site data is retrieved randomly.

90. (Original) The system as claimed in claim 58, further comprising a storage device for storing the one or more determined characteristics.

91. (Currently Amended) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features without changing at least one of the characteristics of at least one other of the web site ~~dimensions~~ features.

92. (Currently Amended) The system as claimed in claim 91, wherein when the one characteristic of the one web site ~~dimension~~ feature is modified, none of the characteristics of the other web site ~~dimensions~~ features is thereby modified.

93. (Currently Amended) The system as claimed in claim 91, wherein the ~~description~~ framework is ~~regenerated~~ recreated upon the modification of the one characteristic of the one web site ~~dimension~~ feature.

94. (Currently Amended) The system as claimed in claim 93, further comprising a storage device for storing the ~~regenerated-description~~ recreated framework of the web site.

95. (Currently Amended) The system as claimed in claim 91, wherein the one characteristic of the one web site ~~dimension~~ feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site ~~dimensions~~ features.

96. (Original) The system as claimed in claim 91, further comprising a storage device for storing the modified characteristic.

97. (Currently Amended) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features wherein the ~~description~~ framework is regenerated upon the modification of the one characteristic of the one web site ~~dimension~~ feature.

98. (Currently Amended) The system as claimed in claim 97, further comprising a storage device for storing the ~~regenerated-description~~ recreated framework of the web site.

99. (Original) The system as claimed in claim 97, further comprising a storage device for storing the modified characteristic.

100. (Currently Amended) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of

one of the web site ~~dimensions~~ features wherein the one characteristic of the one web site ~~dimension~~ feature is modified in one or more predetermined manners based upon one or more characteristics of one or more of the other web site ~~dimensions~~ features.

101. (Original) The system as claimed in claim 100, further comprising a storage device for storing the modified characteristic.

102. (Currently Amended) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features wherein the one characteristic of the one web site ~~dimension~~ feature is modified in one or more predetermined manners based upon at least one other characteristic of the web site ~~dimension~~ feature.

103. (Original) The system as claimed in claim 102, further comprising a storage device for storing the modified characteristic.

104. (Currently Amended) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features, wherein at least one of the characteristics of at least one other web site ~~dimension~~ feature is modified in accordance with the modification of the one characteristic of the one web site ~~dimension~~ feature.

105. (Original) The system as claimed in claim 104, further comprising a storage device for storing the modified characteristic.

106. (Currently Amended) The system as claimed in claim 58, wherein the multi-purpose computing device is adapted to further perform the step of modifying one of the characteristics of one of the web site ~~dimensions~~ features, wherein at least one other characteristic of the one web site ~~dimension~~ feature is modified in accordance with the modification of the one characteristic of the one web site ~~dimension~~ feature.

107. (Original) The system as claimed in claim 106, further comprising a storage device for storing the modified characteristic.

108. (Original) The system as claimed in claim 58, wherein the data entry includes one or more user preferences.

109. (Original) The system as claimed in claim 58, wherein the data entry includes one or more user profiles.

110. (Original) The system as claimed in claim 58, wherein the data entry includes one or more navigation histories.

111. (Currently Amended) The system as claimed in claim 58, further comprising a storage device for storing the ~~description~~ framework of the web site.

112. (Currently Amended) A system for generating multimedia information, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more multimedia information ~~dimensions~~ features in response to the data entry;

~~generating a description~~ creating a framework of the multimedia information based upon the one or more determined characteristics for each of the one or more multimedia information ~~dimensions~~ features;

retrieving multimedia information data in accordance with the ~~generated description~~ created framework of the multimedia information;

~~generating~~ creating one or more elements of the multimedia information based upon the ~~description~~ framework of the multimedia information and the retrieved multimedia information data; and

presenting the ~~generated~~ created multimedia information.

113. (Currently Amended) A system for ~~generating~~ creating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site ~~dimensions~~ features in response to the data entry;
~~generating a description~~ creating a framework of the web site defining at least one interrelationship between at least two ~~dimensions~~ features based upon the one or more determined characteristics for each of the one or more web site ~~dimensions~~ features;
retrieving web site data in accordance with the ~~generated description~~ created framework of the web site pseudo-randomly from a predetermined web site data subset corresponding to at least a portion of the ~~description~~ framework of the web site;
~~generating~~ creating one or more pages of the web site based upon the ~~description~~ framework of the web site and the retrieved web site data; and
presenting the ~~generated~~ created web site.

114. (Currently Amended) A system for ~~generating~~ creating a web site, comprising:

an input for receiving data entry;
a multi-purpose computing device adapted to perform the steps of:
determining one or more characteristics for each of one or more web site ~~dimensions~~ features in response to the data entry;
~~generating a description~~ creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site ~~dimensions~~ features;
retrieving web site data, including particular web site data, in accordance with the ~~generated description~~ created framework of the web site;
~~generating~~ creating one or more pages of the web site based upon the ~~description~~ framework of the web site and the retrieved web site data; and
presenting the ~~generated~~ created web site, wherein
the particular web site data is retrieved based upon characteristics of a device for accessing the web site.

115. (Currently Amended) A system for ~~generating~~ creating a web site, comprising:

means for receiving data entry;
means for determining one or more characteristics for each of one or more web site ~~dimensions~~ features in response to the data entry;

means for ~~generating a description~~ creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site ~~dimensions~~ features;

means for retrieving web site data in accordance with the ~~generated description~~ created framework of the web site;

means for ~~generating~~ creating one or more pages of the web site based upon the ~~description framework~~ of the web site and the retrieved web site data; and

means for presenting the ~~generated~~ created web site.

116. (Currently Amended) A set of computer program instructions for ~~generating~~ creating a web site, comprising:

an instruction for receiving data entry;

an instruction for determining one or more characteristics for each of one or more web site ~~dimensions~~ features in response to the data entry;

an instruction for ~~generating a description~~ creating a framework of the web site based upon the one or more determined characteristics for each of the one or more web site ~~dimensions~~ features;

an instruction for retrieving web site data in accordance with the ~~generated description~~ created framework of the web site;

an instruction for ~~generating~~ creating one or more pages of the web site based upon the ~~description framework~~ of the web site and the retrieved web site data; and

an instruction for presenting the ~~generated~~ created web site.

117. (Currently Amended) A method of ~~generating~~ creating a web site, comprising the steps of:

receiving data entry;

retrieving a stored ~~description~~ framework of the web site based upon the data entry;

retrieving web site data in accordance with the retrieved ~~description~~ framework of the web site;

~~generating~~ creating one or more pages of the web site based upon the retrieved ~~description framework~~ of the web site and the retrieved web site data; and

presenting the ~~generated~~ created web site.

118. (Currently Amended) A system for ~~generating~~ creating a web site, comprising:

an input for receiving data entry;

a multi-purpose computing device adapted to perform the steps of:

retrieving a stored ~~description~~ framework of the web site based upon the data entry;

retrieving web site data in accordance with the retrieved ~~description~~ framework of the web site;

~~generating~~ creating one or more pages of the web site based upon the retrieved ~~description~~ framework of the web site and the retrieved web site data; and

presenting the ~~generated~~ created web site.

119. (New) A method of creating web site data, comprising the steps of:

receiving data entry;

correlating the received data entry with pre-created web site data stored in database storages based at least in part upon relevancy;

selecting particular web site data based at least in part upon its relevancy;

creating a framework of the web site data based at least in part upon the selected particular web site data and the received data entry

creating one or more elements of web site data based upon the framework of the web site data and the selected particular web site data.

presenting the created web site data.